LEO BURNETT COMPANY, *Inc.*
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Pick our brain.

If cigarette problems are blowing your mind, here's a suggestion: pick our brain. It's big, works at top speed 24 hours a day, and runs on electricity. It's the Philip Morris computer sales analyst at your disposal at the NAWGA Convention in Chicago this March.

You can put our brain to work in solving all kinds of heady wholesaling problems.

Like how cigarettes fit into your sales and profit picture, and how it hurts being caught out-of-stock. It's all figured on an individual basis, based on your trading area, for you and your retail customers.

Unboggle your mind a bit. Now's the time—**our cigarette sales are up about 5% in supermarkets!** To get a bigger share of the profits, stop in at the Philip Morris Computer Analysis Center (Booth 50, just inside main entrance) at the NAWGA convention, March 8-10. We'll show you how our brain works. It means business.

PHILIP MORRIS U.S.A.

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